

VINCENT R. NIJS

Academic positions held

Associate Dean of Programs, Rady School of Management, UCSD, 2021 – present

Co-director of the Master of Science in Business Analytics program, Rady School of Management, UCSD, 2015 – present

Associate Professor of Marketing, Rady School of Management, UCSD, 2014 – present

Assistant Professor of Marketing, Rady School of Management, UCSD, 2010 – 2014

Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, 2001 – 2010

Education

2001 Ph.D. in Marketing, Catholic University of Leuven, Belgium

1997 MSc. degree in Marketing Research, University of Groningen, The Netherlands

1994 Bachelors degree in Marketing Management, HEAO Eindhoven, The Netherlands

Awards & honors

Excellence in Teaching award from MBA and/or MSBA in 2012¹, 2015, 2017, 2019, and 2020 and the Most Valuable Professor award in 2016, 2018, 2019, 2020, 2021, and 2022

McManus Research Professor 2008-2009

Sidney J. Levy Teaching Award for outstanding teaching in an elective course, 2006.

MSI, Young Scholars Program, honoring "the most promising pre-tenure young faculty members" and expected "future leaders of the next generation of marketing academics," 2005.

Winner of the 2002 Frank M. Bass Award of the INFORMS College on Marketing for the best marketing paper derived from a Ph.D. thesis (for the paper "The Category-Demand Effects of Price Promotions," published in *Marketing Science* 2001).

Winner of the 2001 John D.C. Little Best Paper Award of the INFORMS College on Marketing (for the paper "The Category-Demand Effects of Price Promotions," published in *Marketing Science*).

Finalist for the 2011 INFORMS Society for Marketing Science Long Term Impact Award (LTI Award) is to be given annually to a marketing paper published in *Marketing Science*, or

¹ First time the prize was awarded for an elective class.

Management Science, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing (for the paper "The Category-Demand Effects of Price Promotions," published in *Marketing Science*).

Research interests

Category captains & lead suppliers, price rigidity, marketing inertia, counter conditioning, advertising pulsing, competitive timing & reactions.

Publications

1. Nijs, Vincent R., Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens (2001), "The Category-Demand Effects of Price Promotions," *Marketing Science*, 20 (1), 1-22 [also available as *Marketing Science Institute* working paper, report no. 00-109, 2000].
 - Lead Article
 - 2001 John D.C. Little best paper award
 - 2002 Frank M. Bass award
 - Featured in McAlister, L., R. Bolton, and R. Rizley (eds.) (2006), "Essential Readings in Marketing," Cambridge, MA: Marketing Science Institute.
 - Finalist for the INFORMS Society for Marketing Science Long Term Impact Award (2011)
2. Dekimpe, Marnik G., Dominique M. Hanssens, Vincent R. Nijs, and Jan-Benedict E.M. Steenkamp (2005), "Measuring Short- and Long-run Promotional Effectiveness on Scanner Data Using Persistence Modeling," *Applied Stochastic Models in Business and Industry*, 21, 409-416.
3. Dekimpe, Marnik G., Dominique M. Hanssens, Vincent R. Nijs, and Jan-Benedict E.M. Steenkamp (2005), "Rejoinder" to the comment by J-B. Kazmierczak, *Applied Stochastic Models in Business and Industry*, 21, 421-422.
4. Steenkamp, Jan-Benedict E.M., Vincent R. Nijs, Dominique M. Hanssens, and Marnik G. Dekimpe (2005), "Competitive Reactions to Advertising and Promotion Attacks," *Marketing Science*, 24 (1), 35-54.
5. Nijs, Vincent R., Shuba Srinivasan, and Koen Pauwels (2007), "Retail-Price Drivers and Retailer Profits," *Marketing Science*, 26 (4), 473-487.
6. Srinivasan, Shuba, Koen Pauwels, and Vincent R. Nijs (2008), "Demand-Based Pricing Versus Past-Price Dependence: A Cost-Benefit Analysis," *Journal of Marketing*, 72 (March), 15-27.

7. Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi, (2010), "Channel Pass-Through of Trade Promotions," *Marketing Science*, 29 (2), 250-267.
8. Ailawadi, Kusum, Eric Bradlow, Michaela Draganska, Vincent Nijs, Robert Rooderkerk, K. Sudhir, Kenneth Wilbur, and Jie Zhang (2010), "Empirical Models of Manufacturer-Retailer Interaction," *Marketing Letters*, 21 (3), 273-285.
9. Huang, Qingyi, Vincent R. Nijs, Karsten Hansen, and Eric Anderson (2012), "Wal-Mart's Impact on Supplier Profits," *Journal of Marketing Research*, 49 (2), 131-143.
 - Lead Article
10. Nijs, Vincent R., Kanishka Misra, and Karsten Hansen (2014), "Outsourcing Retail Pricing to a Category Captain: The Role of Information Firewalls," *Marketing Science*, 33 (1), 66-81.
11. Gijsenberg, Maarten and Vincent Nijs (2019), "Advertising spending patterns and competitor impact", *International Journal of Research in Marketing*, 36 (2), 232-250

Note: Empirical Generalizations derived from papers 1, 4, 5, 6, and 7 were published in *Empirical Generalizations of Marketing Impact*, Dominique Hanssens (Ed.), Cambridge, MA: Marketing Science Institute, 2009.

Working papers

12. "Specific Counter-Conditioning of Brand Attitudes," with Miguel Brendl, Eva Walther, and Jana Moeller.
13. "Wal-Mart's Impact on Local Supermarkets".
14. "Tracing the Impact of Price Promotions across Categories".

Software

- **Radiant** is a platform-independent browser-based interface for business analytics in R. For more information see <https://radiant-rstats.github.io/docs/>. Radiant is used in Business Analytics, Quantitative Analysis, Research for Marketing Decisions, Applied Market Research, Consumer Behavior, Experiments in Firms, Pricing, Pricing Analytics, and Customer Analytics classes at the Rady School of Management. Other business schools that use Radiant include Marshall (USC), Kellogg (Northwestern), Olin (Washington University), Carlson (Minnesota), and Scheller (Georgia Tech) among others
- **rsm-jupyter** is a docker image and launch script used in the Rady MSBA program to provide students with a comprehensive analytics platform that includes Python, Jupyter, R,

Rstudio, Postgres, and PySpark. The image is designed to work on macOS, Windows, Linux, and ChromeOS and ensures that students and instructors have a consistent and fully reproducible computational environment that can also be used with JupyterHub and cloud providers like AWS, Google Cloud, or MS Azure. Docker is the de facto standard for development in MLOps to ensure consistency and reproducibility from model development through to production. For additional information and install instructions see <https://github.com/radiant-rstats/docker>

- **pyrsm** is python package available through PyPi and CondaForge that contains a set of functions and classes used in Customer Analytics for MSBA students. For additional information and install instructions see <https://github.com/vnijs/pyrsm>. An initial set of example notebooks is available here <https://github.com/vnijs/pyrsm/tree/master/examples>
- **GitGadget** (with Sanjiv Erat) is a tool to facilitate the use of git and GitLab for version control, (code) assignment submissions and student collaboration. Version control is an essential component of MLOps and reproducible analytics and GitGadget provides easier access for both students and instructors. For additional information and install instructions see <https://github.com/vnijs/gitgadget>

Invited seminars

- Northwestern (2016), “Teaching Business Analytics using Radiant”
- Boston University (2013)
- Amsterdam Business School (2013)
- INSEAD (2013)
- HEC (2013)
- UC Davis (2013)
- UCLA (2009)
- USC (2009)
- UCSD (2009)
- University of Groningen (2009)
- UBC (2009)
- Monash University (2009)
- Australian Graduate School of Management (2009)
- University of Technology Sydney (2009)
- University of Texas at Dallas (2008)
- Washington University St. Louis (2007)
- University of Chicago (2001)
- Erasmus University (2001)
- University of Colorado (2000)
- UBC (2000)
- USC (2000)
- Northwestern University, Evanston (2000)
- Washington University, St. Louis (2000)

- Stanford (2000)
- UCLA (2000)
- University of Minnesota (2000)
- University of Wisconsin (2000)
- Carnegie Mellon (2000)
- NYU (2000)
- Columbia University (2000)
- University of Texas at Dallas (2000)
- INSEAD (2000)
- HEC (2000)

Conference presentations

Vincent Nijs, “Radiant: A Platform-Independent Browser-Based Interface for Business Analytics in R”, Joint Statistical Meetings, Chicago, July 30-August 4, 2016.

Vincent Nijs, “Radiant: An interface for business analytics in R”, Shiny Dev Con, Stanford University, January 30-31, 2016.

Vincent Nijs, Kanishka Misra, and Karsten Hansen, “Should Retailers Outsource Category Management: The Impact of Using a Category Captain on Manufacturers, Retailers, and Consumers,” paper presented at the INFORMS Marketing Science Conference, Boston, Massachusetts, June 7-9, 2012.

Vincent Nijs, Kanishka Misra, and Karsten Hansen, “Should Retailers Outsource Category Management: The Impact of Using a Category Captain on Manufacturers, Retailers, and Consumers,” paper presented at the Theory + Practice in Marketing Conference, Harvard Business School, May 3-5, 2012.

Qingyi Huang, Vincent Nijs, Karsten Hansen, and Eric Anderson, “Wal-Mart’s Impact on Supplier Profits,” paper presented at the INFORMS Conference, Austin, Texas, November 7-10, 2010.

Qingyi Huang, Vincent Nijs, Karsten Hansen, and Eric Anderson, “Dominant Retailer Impact on Manufacturers: Profit, Price, Volume, and Assortment,” paper presented at the Marketing Dynamics Conference, The University of Waikato, Hamilton, New Zealand, January 4-6, 2009.

Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi, “Channel Pass-Through of Trade Promotions,” paper presented at the Erin Anderson Conference at Wharton, Philadelphia, PA, USA, October 2008.

Pauwels, Koen, Vincent R. Nijs, and Shuba Srinivasan, “Managing brand equity with product line extensions and contractions,” paper presented at INFORMS Marketing Science Conference, Vancouver, Canada, June 12-14, 2008.

- Pauwels, Koen, Vincent R. Nijs, and Shuba Srinivasan, "Managing brand equity with product line extensions and contractions," paper presented at the Marketing Dynamics Conference, University of Groningen, The Netherlands, August 22-24, 2007.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi, "Channel Pass-Through of Trade Promotions," paper presented at the Northwestern/Chicago I.O. and Marketing Conference, Evanston, IL, USA, June 2007.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Laskhman Krishnamurthi "Channel Pricing and Promotion." paper presented at the Kellogg Marketing Camp, Kellogg School of Management, Evanston, USA, September 8-10, 2006.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Laskhman Krishnamurthi "Channel Pricing and Promotion." paper presented at the Summer Institute in Competitive Strategy, Haas School of Business, Berkeley, USA, June 26-30, 2006.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Laskhman Krishnamurthi "Channel Pricing and Promotion." paper presented at the INFORMS Marketing Science Conference, Pittsburgh, USA, June 8-10, 2006.
- Nijs, Vincent R., "Tracing the Impact of Price Promotions across Categories," paper presented at the INFORMS Marketing Science Conference, Atlanta, USA, June 16-18, 2005.
- Nijs, Vincent R. and Peter Bouman, "Timing and Targeting of Promotions," paper presented at the INFORMS Marketing Science Conference, Rotterdam, The Netherlands, June 24-27, 2004.
- Nijs, Vincent R. and Robert Blattberg, "Identifying Determinants of Competitive Structure at the SKU level," paper presented at the INFORMS Marketing Science Conference, Edmonton, Canada, June 27-30, 2002.
- Nijs, Vincent R., Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens, "Tracing the Effects of Price Promotions across Categories," paper presented at the INFORMS Marketing Science Conference, Wiesbaden, Germany, July 5-8, 2001
- Nijs, Vincent R., Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens, "The Category Demand Effects of Price Promotions," paper presented at:
- INFORMS Marketing Science Conference, The Anderson Graduate School of Management at UCLA, Los Angeles, USA, June 22-25, 2000
 - 29th European Marketing Academy (EMAC) Conference, Rotterdam, The Netherlands, May 23-26, 2000
 - Marketing Winter Research Camp, Leuven, Belgium, December 17, 1999
 - Conference on Competition and Marketing, Mainz/Wiesbaden, Germany, June 20-21, 1999
- Nijs, Vincent R., "Category Demand in Marketing":
- Poster session, 29th EMAC Conference, Rotterdam, The Netherlands, May 23-26, 2000

- 13th EMAC Doctoral Consortium, Rotterdam, The Netherlands, May 21-23, 2000

Course taught

Research for Marketing Decisions, Quantitative Analysis, Customer Analytics (MBA and MSBA), Business Intelligence Systems (MSBA), Math and Programming for Business Analytics (MSBA)

Workshops taught

Math and Stats Bootcamp (Online learning platform created for incoming MBA and MSBA students), Introduction to Computing Technologies (MSBA)

Teaching interests

Customer Analytics, Marketing Analytics, Business Analytics, Machine Learning, and AI

Referee activity

- *International Journal of Research in Marketing*
- *Marketing Science*
- *Management Science*
- *Journal of Marketing Research*
- *Journal of Marketing*

Grants

Alexander von Humboldt grant (EUR 31,085.88) for the project “Anti-Rumor Therapy,” with Miguel Brendl and Eva Walther.

MSI research grant (\$14,000) for the project “Managing brand equity with product line extensions and contractions,” with Shuba Srinivasan and Koen Pauwels.

National Bureau of Economic Research, Inc, and Ohio State University, \$2100.